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Food and Home Notes

UNITED STATES DEPARTMENT OF AGRICULTURE · WASHINGTON, D.C. 20250

35TH YEAR

MAY 1, 1978

FARMER-CONSUMER MARKETS

Roadside fruit and vegetable stands are "alive and well," according to U.S. Department of Agriculture marketing specialists who work with state and local officials to encourage these businesses-at-home for the small farmer. Helping out is a \$1.5 million congressional appropriation to encourage farmer-to-consumer direct marketing.

This direct marketing plan of roadside operations is thriving in some states, and marketing officials in 23 states are planning to assist in further development of the "roadside stand." The program also encourages small farmers to bring produce to inner-city market places for low-income consumers who cannot get to the suburban/rural areas to buy.

While this type of consumer marketing has its limits, it will allow people to enjoy locally-grown foods at reasonable prices and see what farming is all about.

Several consumer groups in Phoenix and Tucson, Arizona, have organized to buy directly from producers. By buying their products directly from the farmer, they can offer cheaper prices in their stores or other outlets.

Georgia, South Carolina and Colorado plan farmers' markets in several parts of the states. New Jersey is organizing more pick-your-own opportunities so that city people can pick fresh produce at the farm and pay by the size of the container.

In Florida, a unique idea is being developed for a produce "market-on-5919



wheels" to serve the heavily-populated areas of the state, especially the greater Miami area.

Alaska will conduct direct marketing educational programs with producers and consumers and will establish a farmers' market at the fairgrounds in Fairbanks.

Massachusetts will establish a prototype for roadside markets in non-traditional locations and establish a pilot system for coordination between buyers and sellers.

North Carolina will expand direct marketing of small fruits and vegetables through demonstration projects and information programs, including use of a mobile produce stand. (See back)

USDA 1141-78

FOOD CLIPS

The most tender cuts of meat make up only a small part of the beef carcass, but they are in the greatest demand, according to marketing specialists at the U.S. Department of Agriculture.

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Porterhouse steak, usually considered the best steak, sells at a higher price than the other bone-in steaks. It has a generous section of tenderloin, which can be removed and served separately as filet mignon.

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The chuck cut of beef probably goes by more names than any other. If you've heard of California, Western, Cheyenne, petite butter, finger, breakfast, his 'n hers, you've been hearing about chuck steaks.

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If you're broiling steak, make sure it's at least one inch thick. You'll have a difficult time getting a medium-rare steak or any special degree of doneness with a thin steak.

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The most tender cuts of beef are usually the rib steaks, tenderloin, porterhouse, T-bone, strip loin, club or sirloin.

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FARMER-CONSUMER MARKETS

Oregon and Washington will conduct a joint program to identify direct marketers and to test the concept of mini-markets designed to serve small farmers.

ABOUT

YOU

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ME

Phyllis R. Marcuccio, editor of Science and Children magazine for the National Science Teachers Association, tells us she'll be writing more on continuing education programs---which is a "sign of the times" since nearly everybody is doing something with that subject today.....Carole Curtis, now energy editor with Business Week in New York City, formerly was with EPA, and originally with USDA.....Next Yearbook of Agriculture will be aimed towards young people.

SPONSORS NEEDED FOR SUMMER FOOD PROGRAM

The U.S. Department of Agriculture is seeking sponsors to operate the 1978 summer food program for children, especially in rural areas. Many poor, rural areas have never had a program to provide nutritious, free meals to children during school vacation.

Needy children 18 and under, and handicapped individuals over 18 who participate in a public school program for the handicapped, are eligible for this program.

Eligible to sponsor the program are public, or nonprofit private, non-residential organizations operating in areas where at least one-third of the children are eligible for free or reduced-price school lunches. Residential summer camps that enroll needy children are also eligible to sponsor the program. Participating sponsors can be reimbursed up to the full operating costs of the program and for administrative costs related to planning, organizing, and supervising the food service.

(For additional information contact your state department of education.)